

## CLAIMS

What is claimed is:

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1. A method, comprising:  
receiving information of an event;  
determining the level of importance of the event relative to a first person;  
if the event has a level of importance greater than or equal to a first predetermined threshold, and a level of importance that is below or equal to a second predetermined threshold, then attempting to contact at least one person;  
and  
if the event has a level of importance greater than or equal to the second predetermined threshold, then attempting to contact a plurality of persons.
2. The method of claim 1, wherein determining the level of importance of the event to the first person comprises comparing the subject of the event to a list of subjects of interest to the first person.
3. The method of claim 1, wherein determining the level of importance of the event to the first person comprises referring to information concerning the timing of activities in which at least one person is engaged or will be engaged provided by a calendar.
4. The method of claim 1, wherein determining the level of importance of the event to the first person comprises referring to information concerning the current location of at least one person.
5. The method of claim 4, wherein determining the level of importance of the event to the first person comprises taking into account a

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limitation on a way of contacting at least one person arising from the current location of the at least one person.

6. The method of claim 4, wherein information concerning the current location of at least one person is provided by a device carried by the at least one person.

7. The method of claim 6, wherein a GPS receiver within the device carried by at least one person is used to provide the information concerning the current location of the at least one person.

8. The method of claim 6, wherein the information concerning the current location of at least one person is derived based on information concerning the location of a network connection to which the device is attached.

9. The method of claim 6, wherein the information concerning the current location of at least one person is derived based on information concerning the location from which a signal transmitted by the device is received.

10. The method of claim 6, wherein at least one person has the option to disable the providing of the information concerning the current location of the at least one person by the device.

11. A computer readable medium comprising instructions, which when executed by a processor, causes the processor to:  
receive information of an event;

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determine the level of importance of the event to a first person;  
attempt to contact a first person if the event has a level of importance greater than or equal to a first predetermined threshold, and a level of importance that is below or equal to a second predetermined threshold; and  
attempt to contact a plurality of persons if the event has a level of importance greater than or equal to the second predetermined threshold.

12. The computer readable medium of claim 11, wherein determining the level of importance of the event to the first person comprises comparing the subject of the event to a list of subjects of interest to the first person.

13. The computer readable medium of claim 11, wherein determining the level of importance of the event to the first person comprises referring to information concerning the timing of activities in which at least one person is engaged or will be engaged provided by a calendar.

14. The computer readable medium of claim 11, wherein determining the level of importance of the event to the first person comprises referring to information concerning the current location of at least one person.

15. The computer readable medium of claim 14, wherein determining the level of importance of the event to the first person comprises taking into account a limitation on a way of contacting at least one person arising from the current location of the at least one person.

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16. The computer readable of claim 14, wherein information concerning the current location of at least one person is provided by a device carried by the at least one person.

17. The computer readable medium of claim 16, wherein at least one person has the option to disable the providing of the information concerning the current location of the at least one person by the device.

18. A method, comprising:  
receiving information of an event;  
determining the level of importance of the event relative to a first person;  
if the event has a level of importance greater than or equal to a first predetermined threshold, then selecting a first device to contact at least one person and attempting to contact the same at least one person;  
receiving an indication of the nature of a failure in attempting to contact the same at least one contact person, and  
determining a course of action depending on the nature of the failure.

19. The method of claim 18, wherein determining the level of importance of the event to the first person comprises comparing the subject of the event to a list of subjects of interest to the first person.

20. The method of claim 18, wherein determining the level of importance of the event to the first person comprises referring to information concerning the timing of activities in which at least one person is engaged or will be engaged provided by a calendar.

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21. The method of claim 18, wherein determining the level of importance of the event to the first person comprises referring to information concerning the current location of at least one person.

22. The method of claim 21, wherein the information concerning the location of at least one person is used to derive the nature of a failure.

23. The method of claim 18, wherein determining a course of action depending on the nature of the failure further comprises:

attempting to contact the same at least one person, again, using the first device, again, if the nature of the failure suggests that a later attempt to contact the same at least one person using the first device will result in success; and

attempting to contact the same at least one person, again, using a second device if the nature of the failure suggests that a later attempt to contact the same at least one person using the first device will not result in success.

24. The method of claim 18, wherein determining a course of action depending on the nature of the failure further comprises:

attempting to contact the same at least one person, again, if the nature of the failure suggests that attempting to contact the same at least one person, again, will result in success; and

attempting to contact an alternate at least one person if the nature of the failure suggests that attempting to contact the same at least one person, again, will not result in success.

25. The method of claim 18, wherein determining a course of action depending on the nature of the failure further comprises:

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attempting to contact the same at least one person, again, if the nature of the failure suggests that attempting to contact the same at least one person, again, will result in success; and

taking action in response to the event without contacting any person if the nature of the failure suggests that attempting to contact the same at least one person, again, will not result in success.

26. The method of claim 18, wherein the indication of failure indicates that the first device was busy, suggesting that a later attempt to contact the same at least one person, again, using the first device, again, would result in success.

27. The method of claim 18, wherein the indication of failure indicates that the first device was malfunctioning, suggesting that a later attempt to contact the same at least one person, again, using the first device, again, would not result in success.

28. The method of claim 18, wherein the indication of failure indicates that the same at least one person is choosing not to respond to the attempt to contact the same at least one person, suggesting that a later attempt to contact the same at least one person, again, using the first device, again, would not result in success.

29. A computer readable medium comprising instructions, which when executed by a processor, causes the processor to:

- receive information of an event;
- determine the level of importance of the event relative to a first person;

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select a first device to contact at least one person and attempt to contact the same at least one person if the event has a level of importance greater than or equal to a first predetermined threshold, then;

receive an indication of the nature of a failure in attempting to contact the same at least one contact person; and

determine a course of action depending on the nature of the failure.

30. The method of claim 29, wherein determining the level of importance of the event to the first person comprises comparing the subject of the event to a list of subjects of interest to the first person.

31. The method of claim 29, wherein determining the level of importance of the event to the first person comprises referring to information concerning the timing of activities in which at least one person is engaged or will be engaged provided by a calendar.

32. The method of claim 29, wherein determining the level of importance of the event to the first person comprises referring to information concerning the current location of at least one person.

33. The method of claim 32, wherein the information concerning the location of at least one person is used to derive the nature of a failure.

34. An apparatus programmed by a first person with information concerning the first person's activities, and configured by a first person to:

receive information of an event;

determine the level of importance of the event to a first person;

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attempt to contact a first person if the event has a level of importance greater than or equal to a first predetermined threshold, and a level of importance that is below or equal to a second predetermined threshold; and attempt to contact a plurality of persons if the event has a level of importance greater than or equal to the second predetermined threshold.

35. The apparatus of claim 34 further programmed by the first person with the first and second thresholds.

36. An apparatus programmed by a first person with information concerning the first person's activities, and configured by a first person to:

- receive information of an event;
- determine the level of importance of the event relative to a first person;
- select a first device to contact at least one person and attempt to contact the same at least one person if the event has a level of importance greater than or equal to a first predetermined threshold, then;
- receive an indication of the nature of a failure in attempting to contact the same at least one contact person; and
- determine a course of action depending on the nature of the failure.

37. The apparatus of claim 36 further programmed by the first person with the first threshold.

38. The apparatus of claim 36 further programmed by the first person with rules indicating when action should always be taken without attempting to contact any person.

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